

International Tourists' Attitude to Theme Park Development of Busan

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Abstract : A theme park is a tourism destination attracting a lot of tourists. Many local authorities establish theme parks within their own territory. Busan Metropolitan City tries to host an attractive theme park, and to make the city known as the tourism destination for 21st century. The purpose of this paper is to suggest a policy and management strategy of theme park based on questionnaire analysis for international tourists visiting Busan. First, it is needed to supply low land price to reduce construction cost and to attract investors from the public and private sectors. Second, the theme park has to have attractive themes and new events for repeaters. Third, infra structures related to the theme parks should be provided for the easy accessibility. Finally more emphasis should be placed on public relation and service education for employees.

Key words : Theme Park, Attitude, International Tourist

1. Introduction

1.1 Backgrounds and Goals of the Study

Many people participate in tourism activities as 'rejuvenation' or 'revitalization' from a non-ordinary zone in a modern society. A number of international tourist market keeps with a sustained increase in Korea as well as the global tourism markets.

Today, many countries continue to promote tourism and travel industry as one's own important economic growth strategic representative a country. Cities and provinces without any attractive tourism resource would also have to find competitive alternative resources in the level of the struggle of national existence.

The Fourth Comprehensive National Land Plan(2000~2020) divided the national territory into seven culture and tourism regions based on the distributed characteristics of culture and tourism resources, and then specified specialized themes to the zones.

According to the South Sea Marine Tourism Belt Development Plan made by the national government in 2000, a marine theme park at the eastern Busan areas was planned and helps to boost an economic growth as a growth-pole of the East Asia tourist destinations.

However, the fact we should note is that failed theme parks around the global markets were easily found, mainly, because of the lacks of adequate design concept, sustainable development strategy, and appropriate management plan suitable for the region and its social and cultural environments.

The purposes of this study are to investigate preliminary check points ahead of a full-scale site development for a theme park in Busan, to draw some development-related problems and their solutions, and then, finally, to reflect those findings on the master plan. This study was proceeded on the basis of the survey questionnaire by the international tourists visiting Busan.

1.2 Research Method and Site Evaluation

The survey research method was conducted based on the questionnaires about international tourist attitudes to the theme park development of Busan. The following items were included: a new type of a theme park and its affiliated facilities and functions, accessibility, and transportations.

Table 1 Survey Research Design

Division	International Tourists
Object	Nationality ratio as of Tourist Markets
Survey Area	Shops, Hotels, Agents Offices
Survey Date	Jan. 8, 2001~Jan. 11, 2001
Survey Method	Face to Face Interview
Examiner	Educated 10 College Students
Sample Number	300 Samples (Japanese 215, Chinese 45, English 40)

The following analyses were done for accomplishing the object of this research: demographic characteristics, surveyed group differences, preferred facilities, and classification of tourist market segmentation. Face to face

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Table 2 Evaluation on Candidate Sites

Division	Candidate 1. Sirangri		Candidate 2. Chilamri(Sea)		Candidate 3. Chilamri(Land)	
Transportations						
Railroad	1.5km from Songjeong Station	good	4km from Ilkwang Station	bad	4.2km from Ilkwang Station	bad
Monorail	Seoksan Station	good	-	bad	-	bad
Subway#2	Transfer	good	-	bad	-	bad
Intra Bus	8 lines	good		normal		normal
Inter Bus	1 line	bad	4 lines	good	4 lines	good
shipping Passenger	Cruise Terminal	normal	-	bad	-	bad
Linkage to other Region						
Haeundae	from 10km	good	from 20km	normal	from 20km	normal
Centum City	from 12km	good	from 22km	normal	from 22km	normal
Jangan Temple	from 20km	normal	from 9km	good	from 9km	good
Dongbusan Tourism Complex	Included	good	from 10km	normal	from 10km	normal
Dongbusan Fishery Complex	Near	good	from 8km	normal	from 8km	normal
Asiad Golf Course	From 10km	normal	Near	good	Near	good
Facility Allocation						
Land Aquisition	Possible	good	Residential Area	bad	High Way	bad
Spatial Independence	Natural	good	Plain	bad	Spatial Divided	bad
Spatial Diversity	Reasonable	good	Plain	bad	Spatial Divided	bad
Feasibility						
Law & Regulation	Easy	good	Hard	bad	Hard	bad
Land Use	Planned Development	good	Scattered Development	bad	Scattered Development	bad
Results	Suitable					

interview was conducted to three language types of international tourists visiting Busan and they were randomly sampled from shops, hotels, and etc.

The site selection for a theme park was located within the administrative range in greenbelt areas of Busan cause of cheap land acquisition and increase of synergy effect for East Busan Tourism Complex. The site suitability test and the group focus research method were done by the tourism and urban planning-related expert participations. The thirty experts evaluated these sites, the results summarized relatively by three stages, good, normal, bad. Four types of main items were evaluated, including transportation, linkage to other regions, facility allocation, and feasibility. These main items came from general site evaluation method of development project. Consequently, the first one, Sirangri, among three candidates acquired the highest ratings and then was selected as an appropriate site for a theme park development.

2. Concepts of a Theme Park

Theme park was originated from a affiliated element out of traditional amusement park facilities. The Ministry of

International Trade and Industry in Japan defines a theme park as a leisure facility that is completely designed themed area with shows and events whether having amusement facility or not. Related literature review found a theme park is defined as facilities to provide visitors for special experiences with unexpected and extraordinary theme.

Each facility and its items in general are reproduced with some physical materials, that is, architectural structure, worker's uniforms, attractive facilities, fantastic events, exotic sodas and beverages, unique souvenirs. Table 3 showed kinds of important theme parks around the globe. Particularly, it took domestic and international examples by the type of theme.

Important characteristics of a theme park is derived from other types of parks as below: first, it owns an unique characteristic of a regional industry. But it tends to be subordinate to the major companies of the US markets like Disney Group, Six Flag, Sea World, and etc. Thus, it is absolutely and easily affected by the international and domestic market trends.

Second, it pursues for some properties, including diversity, oversize, high-tech based entertainment, non-ordinary experience, crowding, and etc. Three, it is a

Table 3 The Types of Theme Park

Division		Characteristics	Domestic Case	Oversea Case
History · Culture	Folk	Folk Village, Architecture, Handy Craft, Customs	Korea Folk Village, Andong Hahae Village, Nakanupsung, Busan Democratic Park	China Folk Village(China), Window of World(China), Williamsberg(USA), Polynesia Culture Centre(USA), Huis Ten Bosch(Japan), Middle Kingdom(Hongkong),
	Historic Story	Legend · Tradition, Vestige of Ancients Historic People		
Animate Things		Animal, Fishery, Plant	63 Aquarium Busan Aquarium	Sea Wrold(USA), Ocean Park(Hongkong), Osaka Aquarium(Japan)
Structure		Architecture, Tower Monument, Miniature Castle	Namsan Tower Yongdu Park	Kumsujunghwa(China) Small People Town(China)
Industry		Ruined Mines Traditional Craft Industry	Leecheon China Village, Dangyang Bamboo Village Kumsan Ginseng	Hershey's Chocolate Park(USA)
Art		Music, Literature, Cinema		MGM Studio(USA), Tokyo Cinema Town(Japan), Universal Studio(USA, Japan)
Entertainment		Sports & Leisure, Amusement, Cars	Dream Land, Seoul Land, Everland	Six Flags(USA), Dima Tech(Japan) Suzuka Skit Land(Japan),
Fantasy		Character, Science, Cartoon		Disney Land(USA)
Science & Hi-Tech		Universe, Robot Bio, Computer	Daejeon Expo Science Pa	Space World(Japan) Kennedy Space Center(USA)
Natural resources		Natural Landscape, Spa, river, Sea, Park	Seolak Water Park	Sea World(USA), Ocean Park(Hongkong), Sapporo Resort(Japan),
Mixed Theme Park			Everland	Ecopt Center(USA), Magic Kingdom(USA)

labour intensive industry and depends on family life styles.

Nevertheless, main theme of a park plays a key factor to attract visitors because each theme motivates visitor's nostalgia and reminiscence and imagination. This is why people would like to experience extraordinary pleasure in some non-ordinary places.

3. International Tourists Attitude

3.1. General Characteristics

The samples are compulsorily allocated based on the ratio of international tourists visiting Busan by nationality(based on 1999 statistics). Japanese are 46%(215 persons), Chinese 10%(45 persons), and English speakers 9%(40 persons) (Table 4).

The "Japanese" of the above table indicated Japanese speaking visitors. The "Chinese" included Chinese, Taiwanese, and peoples from the Hong Kong. The "English" included American, Canadian, English, and Australian tourists.

Table 4 Allocated Number of Sample

Division	Number of Visitors	Ratio	Number of Sample
Japanese	593,007	46	215
Chinese	125,436	10	45
English	112,005	9	40

3.2. Types of International Tourists Visiting Busan

The 36% of Japanese visitors marked more than 5 times, the 56% of Chinese visitors marked one time, and English marked 44% for one time.

Table 6 indicated the number of people who experienced international or domestic theme parks before were 190 persons(65%), while and those unexperienced were 94 person (33%).

The most frequently visiting places were ranked as Yang Dong Village of Gyeongju, and a next place was as Korean Folk village. This result may come from their misunderstanding of Yangdong Village equal to the city of Gyeongju. Folk House of the Lotte World and Andong

Hahoe Village were next placed in order. There are some gaps of results number cause of response to the each answers.

Table 5 Nationality Analysis of the Sample.

Language	Frequency (Person)	Ratio (%)	Nationality	Frequency (Person)	Ratio (%)
Japanese	197	68.6	Japanese	197	68.6
			Chinese	39	13.6
Chinese	41	14.3	Taiwan	2	0.7
			American	21	7.3
English	39	13.6	Canadian	12	4.2
			England	3	1.0
Etc	10	3.5	Australian	3	1.0
			Etc	10	3.5
Total	287	100.0	Total	287	100.0

Table 6 Visitation of the International and Domestic Theme Park

Experience	Frequency(Ratio)
Yes	190 person(66%)
No	94 person(33%)

3.3 Strong and Weak Points

When the tourists in general visited a folk village, the most excited points seemed to be a direct participation in some activities(45.9%), special experience(45.9%), eating, and performance, and etc. This result showed more importance was placed on on-site participation and experience than on-way educational learning. The results also indicated weak points were in lack of right information and systematic tourism interpretation(25%), and poor and low-quality experience programme. Therefore, these points should be considered in the process of developing a theme park of Busan.

3.4 Preference Facilities

According to the statistical analysis, the international tourists preferred those facilities like restaurant, folk village, traditional culture center within the territory of the park. In detail, Japanese preferred Japanese history hall, while Chinese did Chinese history hall. But English preferred international beauty shop, harbour miniature, ride facilities, and cultural events.

3.5 Comprehensive Analysis

Table 7 indicated the final results of those finding for this study. Three divisions were suggested as followed attitude to the theme park, types and intension of future

visitation, preferred facilities.

Table 7 Comprehensive analysis and results

Division	Contents
Attitude to Theme Park	<ul style="list-style-type: none"> • 65% of the international tourists coming Busan visited Korean Folk Village, Yangdong Village, folk house of Lotte World • Strong points were traditional culture experience, special participation, educational effects, eating, and etc. • Weak points were in lack of information and simple location, poor experience programme.
Types and intension of future visitation	<ul style="list-style-type: none"> • Theme park development will have to focus on cultural and historic functions. • Most of international tourist answered positive responses to their visitations, but Chinese did not. • English tourists as a rule were satisfied with their visitations.
Preferred Facilities	<ul style="list-style-type: none"> • History hall, restaurants, marine folk village, events. • Japanese had an interest in the historic backgrounds of Busan. • English preferred direct experience and activity-oriented facilities.

4. Conclusion

Theme parks were originated as an element within the territory of amusement park. Nowadays, it plays an individual role in the tourism industry and thus becomes an independent tourist destination of high competitiveness. This is the reason that many local governments try to host a theme park to attract a number of domestic and international tourists. At present, however, failed theme parks were easily found around the world markets in spite of their efforts for survival and regeneration.

This study found some policy-related suggestions for coming theme park development as below: first, it is needed to supply less expensive land for private-sided developers under the administrative support and deregulation. Green Belt areas thus could be an reasonable alternative sites for theme park development. The fact noted is that all three candidate sites were located to the GB. Thus, sustainable development and wise use of the environment, and systematic guidance and continuous funds from the central and local governments are absolutely needed to secure sound business environments.

Second, compared with other international tourists, Chinese had less interest in theme parks, while English

westerners preferred activity-centered experience programmes. Thus, diverse programme in accordance with their positive propensity should be developed to attract them in Busan. New types of tourist attractions also should be developed to motivate potential tourists who stay in the tourist-creating countries.

Three, new diverse tourism routes and city tour programmes should be provided for reinforcing the accessibility to theme parks as well as neighboring tourist attractions like tourist resources and facilities.

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